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January 2, 2008

TO: Each Health Deputy

FROM: Jonathan E. Freedman
Acting Chief Deputy

A handwritten signature in black ink, appearing to read "Jonathan E. Freedman".

SUBJECT: **INFORMATION ON CHILDREN'S HEALTH COVERAGE OUTREACH AND ENROLLMENT ACTIVITIES**

This is to provide you with information requested at the December 12, 2007 Agenda Review Meeting regarding Children's Health Coverage Outreach and Enrollment Activities.

Background

Los Angeles County has contracted with community-based agencies, the cities of Long Beach and Pasadena, Los Angeles Unified School District (LAUSD) and the Los Angeles County Office of Education (LACOE) to provide children's health coverage outreach and enrollment activities to the uninsured population under various funding sources since January 1999. The funding sources over the years have included Medi-Cal outreach funds, State Children's Health Insurance Program (SCHIP) funds, Long-Term Family Self-Sufficiency (LTFSS) funds, the State Outreach Enrollment Retention and Utilization (OERU) Project and First 5 LA. First 5 LA is the only source of funding currently available for these activities.

State Outreach, Enrollment, Retention and Utilization (OERU) Funds

The California Department of Health Services (CDHS) awarded Los Angeles County \$25.8 million in OERU funds for outreach and enrollment efforts to enroll eligible children in health care plans. Subsequent subcontracts with community-based agencies were approved by the State on April 9, 2007. Los Angeles County's allocation was \$6,140,508 for fiscal year 2006-07 and \$9,820,764 annually for fiscal years 2007-08 and 2008-09. The budget signed by the Governor on August 24, 2007 eliminated the OERU funding for fiscal year 2007-08, resulting in \$1.9 million in costs which the County had already incurred for services provided by contractors until the termination of the contracts in September 2007.

Current Funding

The Department of Public Health (DPH) receives \$4.6 million per fiscal year (\$27 million over a six-year grant period) in funding from First 5 LA for outreach and enrollment services related to the Healthy Kids program. Healthy Kids is a program for Los Angeles County residents that covers children up to 300% of the Federal Poverty Level (FPL), including undocumented children. The program is financed by First 5 LA for children ages 0-5, and local foundations have provided funds for coverage of children ages 6-18. However, due to funding shortfalls, there is currently a freeze on enrollment for children ages 6-18. The term of the DPH/First 5 LA contract is July 1, 2003 through June 30, 2009. DPH utilizes these funds to subcontract with 15 agencies for outreach, enrollment, utilization and retention services to uninsured families in Los Angeles County. The target population is uninsured children ages 0-5 years, but contracted agencies assist family members of all ages.

The attached spreadsheet includes the list of agencies (Attachment 1), funding amounts and target application/enrollment numbers (Attachment 2) for the current First 5 LA/Healthy Kids Project and the now defunct OERU Project. Many of the agencies had contracts with DPH for both the Healthy Kids and OERU Projects. It should be noted that the number of applications submitted is not the only goal of the program; each agency has a scope of work that includes 12 objectives including outreach services provided, applications submitted, enrollments confirmed, and assistance with client utilization and retention problems.

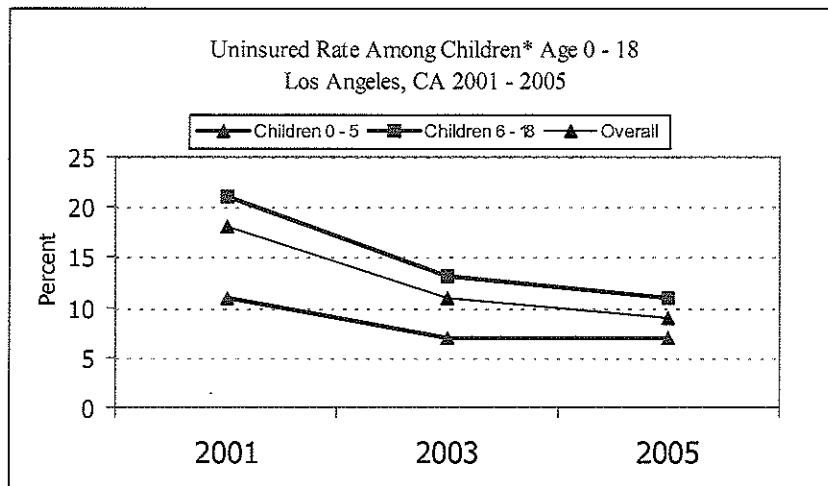
Children with Health Coverage in Los Angeles County

Of the 202,000 uninsured children in Los Angeles County, 87,000 or 43.1% are potentially eligible for Medi-Cal; 33,000 or 16.4% are potentially eligible for Healthy Families and 82,000 or 40.6% are not eligible for full-scope Medi-Cal or Healthy Families. Healthy Families is the California health care plan that is part of the federal State Children's Health Insurance Program (SCHIP). Healthy Families covers documented children up to 250% FPL. Medi-Cal covers documented children up to 133% FPL. The following chart outlines the health coverage status of children in the County from the 2005 California Health Interview Survey.

	Number of Children	Percentage of Children
Medi-Cal	1,038,000	35.2%
Healthy Families	184,000	6.2%
Private and employment-based	1,484,000	50.3%
Other public	40,000	1.4%
Uninsured	202,000	6.9%
Total	2,948,000	100.00%

Many of the uninsured children ages 0-5 that are not eligible for Medi-Cal or Healthy Families are eligible for Healthy Kids and children ages 6-18 would be eligible if the program did not currently have a freeze on enrollment due to funding shortages. The same children may be eligible for Limited-Scope Medi-Cal (Emergency Medi-Cal). They may also be eligible for referral to the State's Child Health and Disability Prevention Program (CHDP), which allows children to be referred to physicians for well-child exams and preventative visits, or they may access Los Angeles County Department of Health Services (DHS) safety net programs.

The graph below illustrates the drop from 17.5% to 9.4% in the uninsured rate for Los Angeles County children ages 0–18 in families with incomes less than 300% FPL between 2001 and 2005. The uninsured rate of the target population for the First 5 LA grant, children ages 0–5, fell from 11.1% to 7% between 2001 and 2005. For children ages 6–18, the uninsured rate was 20.5% in 2001 and fell to 10.5% by 2005. While the entire decrease in the uninsured rate cannot necessarily be attributed to the outreach and enrollment efforts of our contracted agencies, we know that the 100,000 applications submitted for uninsured families by these agencies have greatly supported this decrease.



Evaluation of Enrollment Activity

The progress of our current program is tracked through both CEO-sponsored performance measurement programs (e.g., Children and Families Budget, Performance Counts!), and the DPH *Public Health Measures* performance improvement initiative. Each contracted agency is audited and monitored annually to ensure the validity of the application/enrollment data. Collaboration between the Urban Institute, the University of California Los Angeles (UCLA) and the University of Southern California (USC) provides an ongoing comprehensive evaluation of the Healthy Kids outreach and enrollment project and issues annual reports.

If you have any questions or need additional information, please let me know or contact Cindy Harding at (213) 639-6400.

JEF:lm

Attachments

c: Jonathan E. Fielding, M.D., M.P.H.
Sheila Shima
Richard Mason

Children's Health Outreach Initiative Annual Budgets for Healthy Kids and OERU Projects

#	Community-Based Contractors	First 5LA Funds	State OERU Funds
1	*Alta-Med	\$321,970	\$ 220,464
2	*Asian Pacific HealthCare Venture	\$302,525	\$ 200,000
	Catholic Healthcare West	\$347,858	\$ -
3	Queens Care Family Clinic		\$ 216,064
4	*Tarzana Treatment Center	\$304,296	\$ 200,000
5	**The Children's Clinic	\$ -	\$ 110,660
6	Vailey Community Clinic	\$ -	\$ 300,000
7	Child & Family Guidance Center	\$ -	\$ 245,517
8	Clinica Msr. Oscar A. Romero	\$ -	\$ 230,000
	Glendale Adventist	\$238,881	\$ -
9	Human Services Association	\$ -	\$ 300,000
10	Total - St. John's Well Child & Fam. Ctr	\$ -	\$ 230,779
11	SouthBay Center for Counseling	\$ -	\$ 115,000
12	*Community Health Councils	\$330,116	\$ 227,088
13	Northeast Valley Health Corp.	\$ -	\$ 350,000
14	St. Francis Medical Center	\$ -	\$ 230,000
15	Los Angeles Free Clinic	\$ -	\$ 165,000
16	*Total - Citrus Valley Health Partners	\$346,729	\$ 400,000
17	*Venice Family Clinic	\$144,592	\$ 196,875
18	**Neighborhood Legal Services- Homeless	\$ -	\$ 105,000
19	Neighborhood Legal Services - Consumer Assistance	\$ -	\$ 250,000
20	*Crystal Stairs	\$630,071	\$ 355,197
21	*Maternal and Child Health Access	\$350,000	\$ 147,077
22	Robert F. Kennedy Institute	\$ -	\$ 98,634
23	**Worksite Wellness LA	\$ -	\$ 229,623
24	**Maternal & Child Health Access (Training)	\$ -	\$ 350,000
25	*National Health Foundation (Training)	\$ 287,500	\$ 350,000
	Total Community-Based Partnership	\$ 3,604,538	\$ 5,822,978
		\$ -	
	Governmental	\$ -	
26	*City of Pasadena	\$50,000	\$ 150,000
27	*City of Long Beach	\$152,826	\$ 393,488
	Subtotal Cities	\$ 202,826	\$ 543,488
	School-based OERU		
28	*Los Angeles County Office Of Education	\$ 150,000	\$ 300,000
29	*Los Angeles Unified School District	\$ 150,000	\$ 700,000
	Total School-Based	\$ 300,000	\$ 1,000,000
	Other		
30	Univ. of Southern CA (Evaluation)	\$ -	\$ 500,000
	Unallocated	\$ -	\$ 176,895
	Total Subcontractor/ Collab. Partnerships:	\$ 4,107,364	\$ 8,043,361
	Total DPH Expenses	\$ 553,412	\$ 1,777,403
	TOTAL:	\$ 4,660,776	\$ 9,820,764

* Agencies that have current contracts with First 5 LA/Healthy Kids Project

** Agencies that have current subcontract through the First 5LA/Healthy Kids Project

**Children's Health Outreach Initiative
Application Enrollment Goals Reached by Contractors***

	Healthy Kids Program (\$4.6 million Annual Budget)		State OERU Project (\$6.2 million for FY 06/07; \$9.8 million for FY 07/08)	
	Application Goal	Target Reached	Application Goal	Target Reached
FY 2003-2004	26,000	29,611	n/a	n/a
FY 2004-2005	26,000	34,459	n/a	n/a
FY 2005-2006	26,000	32,032	n/a	n/a
FY 2006-2007	26,000	26,950	5,000	3,201* * April '07 - June '07
FY 2007-2008	26,000	11,352 * As of December 11, 2007	25,000	3,526** ** July '07- September '07
FY 2008-2009	To Be Determined	To Be Determined	No Funds	No Funds
	TOTAL:	134,404	TOTAL:	6,727

* Data gathered from the Children's Health Outreach Initiative Data System